



City of Arts & Innovation

# News Release

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## 2011 Anti-Graffiti PSA Video Contest Winners Announced

**RIVERSIDE, Calif.** Drama, comedy and music filled Tuesday night's Riverside City Council meeting as audience members were treated to anti-graffiti public service announcements produced and directed by eight local high school students selected as winners of the first Anti-Graffiti PSA Video Contest.

The Public Works Department developed the contest to increase peer interest in anti-graffiti awareness and education while communicating the importance of respecting our community. The City Council approved the inaugural 2011 Anti-Graffiti PSA Video for Riverside high schools on January 25, 2011. Entries were received from six local Riverside high schools including Arlington High School, Martin Luther King High School, John W. North High School, Norte Vista High School, Riverside Polytechnic High School, and Ramona High School. Mayor Loveridge said, "Riverside is proud of all the students that participated in this contest to help spread the anti-graffiti message."

Students were invited to participate by submitting a 60 second video with a positive, anti-graffiti message to support the City of Riverside "Take Back the Wall" anti-graffiti education program. Marketing and graffiti prevention professionals identified the top three videos based on script, required content, overall message, and originality. Cash prizes were awarded to the top three videos as follows:

### First Place Team - \$1,000

Philipp Girke, Poly High School  
Sosefo Mailangi, Poly High School

### Second Place Team - \$500

Broderick Bonelli, Poly High School  
Ian Brazill, Poly High School

### Third Place Team - \$250

Carlos Aleman, Ramona High School  
Christian Resendiz, Ramona High School  
Francisco Torres, Ramona High School  
Leonardo Torres, Ramona High School

The top three videos will be broadcast on G-TV, which is accessible on Charter Cable (channel 3), AT&T U-Verse (Channel 99), Verizon FIOS (Channel 21), and the City of Riverside web site. Additionally, videos will be shown to local schools during anti-graffiti outreach presentations.

Winning videos may also be viewed at the City of Riverside web site: [www.riversideca.gov/graffiti](http://www.riversideca.gov/graffiti)

*The Riverside Anti-Graffiti Program educates the public about the impact graffiti has on a community through a combination of media and outreach targeted toward three primary segments: youth; business; and community. The program also includes eradication and prevention measures.*

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City of Riverside, California  
[www.riversideca.gov](http://www.riversideca.gov)